

Marketing Plan – Timeline

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
<u>Printed Materials (list)</u>												
Preparation												
Distribution												
Preparation												
Distribution												
Preparation												
Distribution												
Preparation												
Distribution												

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
<u>Other Promotional Materials</u>												
Preparation												
Distribution												
Preparation												
Distribution												
Preparation												
Distribution												
Preparation												
Distribution												

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
<u>Advertising</u>												
Preparation												
Publication												
Preparation												
Publication												
Preparation												
Publication												
Preparation												
Publication												

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
<u>Trade Shows</u>												

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
<u>Consumer Travel Shows</u>												

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
<u>Family Trips/Other</u>												